

Abstract of the Disclosure:

Method and system for electronic anonymous proximity based tracking.

Method and system for electronically tracking the anonymous identity of cellular phones, personal digital assistants, and other carried intelligent devices in a retail environment. The device is recognized as either new or as returning. Customers in a retail environment may actively tag interest in a given item, or passively allow their presence to be noted. When a device is seen returning to the retail store, the customer is given a discount or other reward based upon prior specific interest or volume of prior visitations without regard to prior purchases. A reward is thus delivered for "window shopping."